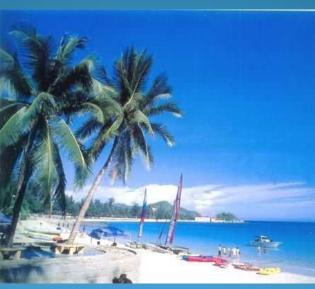
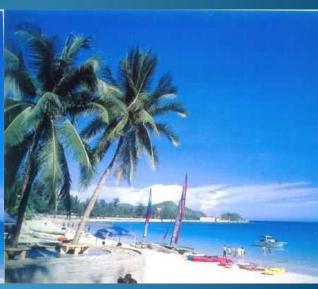
A Comparison Study on the Motivation of Choosing Hospitality and Tourism Field between Mainland Chinese and Taiwanese Undergraduate Students







Discussion Question

- 1. Please explain the features and analyze reasons about the differences of students' motivation majoring in HTM among Mainland China, Taiwan, and Korea in the attached files?
- 2. If you are dean / president of tourism department or university, how could you make marketing strategies so as to attract oversea undergraduate students to be interested in enrolling your tourism department?





